

Hitting on All Twelve

by C.E.T. Scharps

Of all the automobile shows that have been, the eighteenth annual national show, which opened yesterday in the Grand Central Palace, is the most important the industry ever has undertaken. It is the ringing answer of this most significant and essential business to reports that have been going the rounds—rumors that have gone far to break the confidence of the weaker ones.

The industry is offering itself to the proof by means of this show. Outwardly it differs in no essential way from earlier shows, except perhaps for the presence here and there in display spaces of service flags which record the number of those who have gone to do their part in the Great War. It is, as always, the showing of the finest that the motor car makers are able to put forth of good and serviceable cars, marked more particularly by the absence of anything freakish or outre in construction or finish.

The circumstances surrounding the show are what make it important. We are at war. The flag decorations in the Grand Central Palace tell that story.

And from the moment of going to war the motor car industry has been peculiarly attacked. It seemed as if the official world of America had made up its mind that the motor car was, after all, a toy. Insistent use of the unfortunate phrase "pleasure car" had apparently convinced some folks—regrettably, some in high places—that this tremendous utility that so reformed and improved our present-day existence was nothing but a plaything.

The sight of the few who really drive for pleasure only blotted out the vision of the many to whom the motor car is a utility of the highest order. They forgot all the lessons taught on the other side, where the motor car played a reeking part in great crises, and still does, for that matter.

Without a moment's thought, apparently, for the consequences of their words and acts, they urged that the motor car industry be shut down. They saw a saving of things needed for war. They could not—some of them to-day do not yet—see that to hoard is not to save, in the larger sense. In other words, they went boldly to work to attack an industry the statistics of which show investments and salaries that run into the billions and upon the welfare of which depends the livelihood of millions of persons in this country.

If the automobile industry were solely a luxury business, exclusively a non-essential, no one sooner than the patriotic men who stand at the heads of the companies would say: "Stop building! Our country demands it!" How far this is from being the case the reader may determine after he has read some of the articles published in this section of The Tribune.

These include statements by leading manufacturers of motor cars, men who are seriously and soberly doing their best to point out to the public that they do not believe they have devoted their best energies to the building up of a parasitical industry. They are taking this opportunity to tell the world that they think they have been making a practical utility, something which has lengthened days and added just so much to the world's stock of time for production.

The motor car has gone far to remake our modern existence. It has brought places closer together and has broadened and improved life everywhere. It has widened commercial possibilities. No small part in making this country the most important commercially in the world is due to the fact that here there are used many times more automobiles than anywhere else in the universe.

Far from being at a stage where public interest demands that the production of motor cars be cut away down, or perhaps cease absolutely, the day of the automobile is just dawning. What is to replace the passenger trains taken out of service on countless railroads? What will carry the suburban, or even longer haul, passenger traffic now that there are fewer trains to do the job? No one ever thought of calling railroad trains pleasure trains, although now it develops that some trains must be laid off in order that freight traffic may move more readily. It will be the automobile that will meet the need and fill the place left vacant by the cutting down of passenger train schedules.

With war munitions and other necessities enjoying merited priority rights on the freight trains, how will other goods be moved? By motor truck, of course. Experience is showing that motor trucks are good for very long 'cross-country hauls and that for hundred-mile journeys they are ideally fitted. How better to leave the freight trains free to do their important work than to fall back upon the motor truck?

It would be possible to go on multiplying instances to show that the days to come are bound to prove the worth of the motor car. But it is not necessary. A world without motor cars would mean a return to horse-drawn vehicles. Where are the horses? War has claimed its thousands. Good job, too, when you stop to think of the food destroying abilities of the working horse. He is eating things that are food wants of our own people and of our allies.

Go back to the horse? As soon go back to telephoneless days, or to using kerosene or gas instead of electricity for lighting. As soon abolish the fountain pen, the cash register, modern office systems and all the other efficient (oh, much abused word!) aids to simplified business and daytime made happier because more work can be done in less time.

There is hardly need here to review again the statistics of the motor car and allied industries. The figures total into the billions. But this is a good place to serve warning on the unthinking and the demagogic who believe they have found a popular victim in the automobile, one that they may strike without fear of having the victim hit back: Hands off the motor car industry!

New York State Has More Than 400,000 Cars

Gain of 95,000 Over a Year Ago—More Chauffeurs, Too

ALBANY, Jan. 5.—New York State has 465,000 motor vehicles than a year ago, according to figures compiled by the office of Secretary of State Francis M. Huger. The state has gained 95,000 automobiles in the last year. The receipts in the motor vehicle bureau have jumped a matter of \$1,700,000 in twelve months. The increase will be even more, as the state's automobile year runs until February 1.

Seventeen years ago there were only 354 automobiles in this state. The man who would have dared predict a half million cars on the highways of this state by 1918 would have been judged a subject for an asylum.

Although this year will no doubt fall short of the last year's figures in the increase of passenger cars, it is confidently expected and predicted that the added business in used cars will more than offset any loss which may come from present conditions, which will make themselves felt most strongly in January cars.

With nearly a month to go, the records in Secretary Huger's office reveal the following interesting comparative figures:

Dealers ...	851	857	6
Chauffeurs ...	17,164	20,612	3,348
Receipts ...	\$692,519	\$942,589	\$250,070
Buffalo District			
Owners ...	1916	1917	Increase
Dealers ...	26,007	25,941	66
Chauffeurs ...	782	821	39
Receipts ...	\$176,705	\$193,838	\$17,133
Recapitulation			
Owners ...	1916	1917	Increase
Dealers ...	312,548	407,022	94,474
Chauffeurs ...	2,492	2,727	235
Receipts ...	\$2,575,111	\$4,256,949	\$1,681,838

Cartoons to Help The Whole Industry

This is a good place and time to call attention to the public spirit shown by Walter E. Flanders, head of the Maxwell and Chalmers companies. Not long ago he had prepared a series of cartoons to exemplify the prime importance of the motor car industry and to indicate graphically how many thousands of persons in this country depend for their existence upon this industry in its many ramifications. These cartoons were general in nature, and nowhere in them appeared the name of either company with which he is connected. They were for the benefit of the whole industry.

Had it not been that The Tribune had its own automobile cartoonist, Frank H. Beck, whose excellent cartoon appears on this page, this paper would have been glad to avail itself of Mr. Flanders's offer to publish one of these cartoons. We may say that The Tribune is in part indebted to Mr. Flanders for the idea expressed by Beck's cartoon.

Don't Take That Mallet Away From Him!



Industry Is One That Feeds Five Million Mouths

Public Must Be "Sold" to the Idea of Its Eternal Importance as An Essential

By T. J. Toner
Director of Sales, Chalmers-Maxwell Companies

My suggestion for the ultra-ideal Motor Show is one that runs without intermission from January 1 to December 31.

Put an entrance on the Atlantic and an exit on the Pacific. Let this continuous performance be conducted under the auspices of the automobile manufacturers and through the medium of the great American press and other mediums of public enlightenment.

In place of the "latest thing" in sport models, palatial closed cars and the standard touring job, I would suggest a complete and elaborate exposition of what the automobile industry has done and is accomplishing every day in the year.

And only through just such an earnest, tireless campaign of intelligence can we secure for it the prestige and support to which our third leading industry is justly entitled.

Would "sell" the Public at Large

For a number of years past, and more especially now, at the dawn of a new year teeming with industrial problems of international magnitude, I have felt and do believe that in justice to their predecessors and themselves, and in all fairness to the four million citizens directly looking to them for daily sustenance, it is the duty and serious obligation of the men in command of the motor world to sell this great industrial institution to the very American people for whom it lives.

The word "sell" can have but one meaning in my foregoing statement. I do not mean the financial sales of any particular one of the 550 automobile and truck builders; I do not look to the increased revenue of our own or any of the many competitive factories, nor do I mean anything but solely the establishing of the value of this unappreciated and comparatively unknown industry in the eyes and minds of the American public.

Third Industry in the United States

It is, of course, common knowledge, even to the boy in grammar school, that the railroads are our leading and greatest industry. But I have found it shocking to many a college graduate to inform him that the automobile industry ranks third. And equally surprising is the same information to the average man.

This comparative statement means that while the great railroad structure has been expanding through some eighty years and more, the automobile

world in about one-fifth the elapsed time has outstripped even the American industry—save steel and the railroads. And in these gigantic strides it has at once become the bread and butter of 4,000,000 men, women and children, directly dependent on its wages. To this add the families of accessory makers and other lines dependent on the motor plants, and the result shows, in round numbers, that 4,000,000 people in the United States obtain their warmth, bread and butter and clothing from the wages of the motor industry. Well might the far-sighted reader be concerned when he asks the question: "If the automobile business sustains 5 per cent of our population, what would become of them if anything happened to the industry?" Five million empty mouths is the answer.

Wages Aggregate \$748,000,000

The wages paid to the employees of the automobile and its allied industries total \$748,000,000 a year. This includes 550 automobile factories, 1,080 accessory plants, 2,800 distributors, 25,000 dealers, 25,000 garages and 13,500 repair shops.

But wages are not the only proof that the automobile belongs as high on the list of national essentials.

The materials built into the motor car come from every section of the country, and in the aggregate amount to an annual purchase of \$300,000,000. This colossal figure pays for all raw and fabricated materials, including iron, steel, chemicals, curled hair, leather, textiles, fabrics, glass and rubber. The latter item, covering tire alone, costs the automobile factories \$500,000,000 annually.

The data proving the necessity of this great industry to the very life of the nation are inexhaustible, but the figures quoted above are sufficient to awaken an appreciation of its intrinsic value.

One thousand dollars is considered the average price of the combined makes of touring cars, and for each \$1,000 check that comes to Detroit or other factory centers such a large share of revenue is distributed to each of the forty-eight states that no single city or section enjoys a monopoly on the profits.

Driving Over Rough Roads

The natural inclination, says Service Manager George C. Gurney, of the King "eight," is for a driver to throw out the car's clutch in coasting or driving over rough roads. If the motor is allowed to keep pulling it keeps everything taut and lessens shocks and jars that the car gets through bumping over ruts.

Women Prove Themselves Fine Auto Factory Workers

Perform Assembly Skilfully and Are More Careful Operators Than Male Mechanics

By Du Bois Young
Vice-President and Works Manager, Hupp Motor Car Corporation

AFTER watching for years automobiles being driven more and more by women, we must now contemplate, with the best grace we may, the spectacle of women invading the field of automobile manufacturing.

The Huppible factory is probably employing fewer women than many other automobile factories of its size, but we were one of the first to employ this class of labor, and we believe that we have experimented with women in our departments than have most other manufacturers.

For years women have been employed in our top and upholstery departments; this is common practice in the industry. But the war and the consequent shortage of labor, both skilled and unskilled, made it necessary to look upon women workers as our surest source of relief.

Our first experiment with women in the new field was in the parts division of our service department. Here they were employed as stock checkers and stock order fillers. We were agreeably surprised to find that women at this work were more efficient than the men previously employed.

Better Than Men at the Work

The women doing this work are more intelligent than the corresponding class of men. They are also more interested in their jobs and more careful by nature. The same spirit that insists that parts in a stockroom be kept in their proper bins insists that pots and pans be kept in their proper places in the kitchen. Errors in the filling of parts orders and mistakes in inventory due to careless storage have been reduced enormously since the taking over of this work by women.

Light assembly work on the car itself was the next work assigned to women. Certain operations in connection with the assembly of running boards and other light installations were well within a woman's strength and required no particular mechanical training. On this class of work, too, women surprised us by their accuracy

and industry. Final inspection shows less to criticize in the assemblies now handled by women than when they were handled by men exclusively.

In the service, repair shop women were set to work disassembling jobs sent in for repair and jobs turned in for salvage. Neatness and thoroughness characterized their work in this department, and I believe the workmen would object to a return to the old order.

Women have not yet invaded our machine shop, but if industrial conditions continue to develop along present lines certain machine shop operations will be in women's hands before many months. Whenever an operation is handled by an automatic machine oftentimes a woman can take the place of a man. This is not always true, for where one man on account of his training can take care of several machines, two women would be required to do the same work.

Can Do Heavy Lifting

In emergencies that have arisen in the departments where we are now employing women, we have seen evidences that women are capable of doing much heavier work than is commonly considered within their powers. We have men, of course, to do the heavier lifting, but many of the women in their enthusiasm do not wait for the men to do this kind of work, but do it themselves, apparently with considerable ease.

Those who maintain that the physical standards of women are degenerating in these modern days should spend some time in the Huppible factories watching the women workers. They are a strong, husky, wholesome lot, much healthier in every way than the men they have replaced. Absences and tardiness due to ill health have been reduced to a minimum since women have been employed. This is due partly to the fact that women are intensely interested in this new work and anxious to make good, and partly to the fact that, being more regular in their habits than their predecessors, they are less susceptible to colds and other diseases.

What will happen after the war, when men return from the front or from other occupations into which they have been drawn by the war to find women holding their jobs is worth more than a passing thought. An industrial revolution is predicted by some, but this seems an extreme view to take of the situation. In the first place, the women who are now filling the ranks are the wives, sisters and daughters of the men they are re-

Curtailed Production a Healthy State For Industry

Pyramiding of Output Is Sanelly Checked Thereby, Says Erskine, of Studebaker

By A. R. Erskine
President, Studebaker Corporation



SINCE the advent of the United States into the great world war a great deal of unofficial talk concerning the future of the automobile industry has appeared in the newspapers and magazines of the country. From page stories and leading editorials have laid special stress upon the statement that the government should or would commandeer automobile plants, restrict their supplies of materials, and restrict the use of gasoline by automobiles. These are the expressions of the uninformed mind of the extremist type. As it is with all great questions, the voice of the extreme is heard throughout the land—but the thinking man usually takes care to properly discount his utterances.

As early as last March the automobile and allied manufacturers put their facilities at the disposal of the United States government to be employed in whatever form was thought desirable. The entire manufacturing resources of the country at any time, and the government officials know that they can rely on the whole-hearted and instant support of American industry without commandeering. The War Industries Board, working in close cooperation with a committee of the automobile element made up of prominent figures from the automotive industries, has agreed that it will not restrict the supply of materials of any industry without giving notice to representatives of that industry.

Plenty of Gasoline

The fuel administrator has stated that a survey shows that there is plenty of gasoline for all government and domestic requirements. The total plant capacity of American industries is sufficient to fill government requirements and regular trade demands, with some natural curtailment of the latter due to the patriotic and economical spirit pervading the nation.

The automobile and parts manufacturers of the city of Detroit, at the suggestion of the War Department, organized last month a new corporation known as the Detroit Shell Company, to produce shells in large quantities

for the government. The company has secured a plant, arranged for machinery, tools and an operating organization, and will be producing shells in large quantities in four months from the date of its organization. It is owned, officered and managed by representative automobile men in Detroit, whose motives are enthusiastic cooperation and practical support of the government in the supplying of shells to win the war.

The Detroit Shell Company was organized within twenty-four hours after the government requested it, and it purposes to meet every demand in the thorough and quick fashion that is characteristic of the production record of the industry. Automobile makers are already working on extensive contracts for Liberty engines, airplanes, trucks and dozens of articles of military supplies.

Most automobile manufacturers have already made plans to reduce their output for 1918 anywhere from 20 per cent to 50 per cent. This curtailment is going to be a healthy thing for the automobile industry, in that it will stop the pyramiding of production that has been going on since the advent of the automobile. It will have the far-reaching effect of giving everybody a chance to sober up and take account of the future.

Should Be a Profit in Cars

Even with production curtailed as much as 50 per cent there should be enough cars produced in 1918 to enable both the manufacturers and the dealers to hold together their organizations and, with strict economy, make a good profit. Based on the new production schedules, there is little doubt that there will be more buyers than cars, so that dealers will not have to exert quite the same selling effort, and selling expenses therefore can be reduced. Dealers, as well as manufacturers, cannot expect to make as much money during the war as they made prior thereto, but the government is not going to put them out of business. With due economy and conservation, all ought to enjoy a reasonable prosperity and be able to buy their share of Liberty bonds and pay war taxes, to the end that our country may be victorious in the war. As far as materials for the continuing of motor car building for retail sale in the United States are concerned, it is interesting to note that of an annual production of 42,000,000 tons of steel the automobile makers of the country use less than 4 per cent. There is, in fact, about 1,600,000 tons of steel used annually in the production of American motor cars. So, in the face of these facts, there seems to be no reason to expect that the motor industry will have to be crippled in the continuance of the war.

Business Is What You Make It

By R. C. Rueschaw
Vice-President, Mitchell Motors Company

THE first question a man asks when he meets an acquaintance is "How's business?" and, as a rule, the answer is "Good!" Which is good. This applies to practically every line, and particularly to the motor car business.

"The one great thing that is going to help us in this war is speed," and the longer the war continues the more essential it will become. As an example, the telephone business is growing every day. Night letters are being used more extensively; in fact, anything and everything that calls for speed is and must be used more and more every day.

In times like these speed counts. It is necessary to get back to work with greater alacrity than ever. The long lines are more or less congested, trains have been taken off, and railroads cannot be relied upon. Motor and passenger car transportation is therefore more essential than ever, and it will continue to be so regardless of whether the mailing business is in six months or six years from now.

It would be just as futile for the business man or the professional man to try to get along without a telephone as an automobile. Business houses are equipping their salesmen, their solicitors, their collectors with automobiles; farmers and dairymen find them just as necessary in their business as any of their other equipment. Manufacturers cannot depend entirely upon freight shipments; merchants find it necessary to make deliveries with motor cars, and passenger cars, too, are used for this particular purpose to a very large extent when they are speeded and well adapted for lighter deliveries.

Bear in mind that automobiles today are used for practical purposes and are put to heavy strains, and for that reason cars must be built to hold up under the wear and tear which they receive.

Just stop to think of the number of cars that are in use, the number that have to be replaced yearly, that are out of commission, discarded and the techniques put into the scrap heap, and you will realize that the demand, far from being exhausted, is growing ever, and will continue to grow notwithstanding all you may hear to the contrary.

Bigger and better business is in sight for the automobile. Buyers today recognize values. In making their selection they exercise more care, and the manufacturers who are firmly established and who have the reputation for making a good product will be busier than ever.

The entire foreign market will have to be restocked with motor cars; Europe will be dependent upon the United States for its requirements, and the United States supplying orders for everybody—day and night—for a long, long time to come.

When a man talks about business there is only one answer, it's good! In fact it won't be very long before every manufacturer will be, to use the language of the streets, backed off the boards with business.

Gov. Whitman Opens Automobile Show

"War is a terrible test by which to demonstrate the effectiveness of the motor car, but the present worldwide conflict establishes beyond doubt as never before the great service rendered by those geniuses who have brought to perfection this method of transportation," said Governor Charles S. Whitman yesterday afternoon at the formal opening of the Automobile Show. The Governor was introduced by Colonel Clifton, president of the association, who gave a short address.